



Town of Buckeye Human Resources Department JOB POSTING

039-13 Marketing & Communications Manager

NUMBER OF VACANCIES: 1

DEPARTMENT: Economic Development

PAY GRADE: Grade 73, Exempt

TYPE OF POSITION: Full Time, Classified

DAYS WORKED: Monday - Thursday

HOURS WORKED: 7 a.m. – 6 p.m. (Work maybe subject to irregular hours (including evenings, weekends, and holidays), sometimes on short notice.

POSTING DATE: June 17, 2013

WORK LOCATION: 530 E Monroe Ave

HIRING RANGE: \$5688.22 - \$8404.14
(Per Month)

POSITION CLOSES: Open Until Filled; first review of applications will be Thursday, June 27, 2013

☐ Internal Only

☒ Internal / External

Application Process

All interested persons must submit a completed and signed Town of Buckeye job application to the Town of Buckeye Human Resources Department no later than 6:00 p.m. on the closing date at:

530 E. Monroe Avenue

Buckeye, AZ 85326

Telephone: (623) 349-6250

Fax: (623) 349-6270

TDD (For the hearing impaired only): (623) 386-4421

The Town job application can be completed online at our Town website www.buckeyeaz.gov by clicking on the "Employment" button or obtain an application from Human Resources Department.

We are an equal opportunity employer. The Town of Buckeye participates in E-Verify.

GENERAL PURPOSE: Under general supervision, provides professional staff services in marketing and public relations functions to assure that the Town's key messages reach the public; monitors regional sources, assesses value and impact of information, and recommends a course of action.

PRIMARY DUTIES AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Act as Public Information Officer and Town's primary point of contact with the media and community members to provide the Town's response to general inquiries.
- Lead in the development and implementation of the Town's marketing and communication strategy as part of the overall function of the position, with the strategy designed to make the most effective use of digital, print, and video to educate internal and external audiences about the Town.
- Take ownership of the Town's overall graphic design program and standards.
- Consult with management on a daily basis on issues affecting organizational communications and formulate policies which will strengthen community relations.
- Participate in the accomplishment of organizational, departmental and workgroup goals and objectives.

(Job posting continues on back and/or next page.)

- Provide the Mayor, Town Council, Town Management, and appropriate staff with support/ information on issues of interest to the media.
- Provide guidance and marketing advice to departments and Town managers regarding communications and informational materials and activities.
- Establish effective working relationships with Town employees, management, general public and the media; conduct tours; respond to inquiries and requests for information; create and maintains lists of media and community contacts.
- Compose and distribute content for all digital media outlets, newsletters and local newspapers; researches and gathers information for articles; solicits and coordinates information from other departments for inclusion in various media outlets, including digital, print and video.
- Produce written documents in the English language with clearly organized thoughts using proper sentence construction, punctuation, and grammar; write creatively to entice the audience and ensure continuous interest; and include interactive components to offer story depth.
- Responsible for the Town's media relations, dealing with web, print and broadcast media on a local and national level.
- Manage electronic communications, such as social media and other Web sites as needed.
- Supervise the design and content of the Town's web site and publications, including annual reports, informational booklets, posters, fliers, etc.
- Oversee an audio-visual function which produces photographs and video/graphic presentations to external and internal audiences.
- Cover Town events and news from concept to completion using appropriate branding and messaging.
- Perform video production programming, including write, shoot, produce and edit short and long-form video pieces, programs, news releases, and shoot still photos for multi-media and digital use.
- Operate personal computers, non-linear editing equipment, and a wide range of audio visual and general office equipment as necessary to complete essential functions; use online and digital media to publish non-article content.
- Provide training to management and employees on media relations.
- Assist with the Town's legislative and intergovernmental activities.
- Participate in Public Information Office (PIO) activities and National Incident Management System (NIMS) training.
- Performs other duties as assigned or required.

MINIMUM QUALIFICATIONS:

Education and Experience:

Bachelor's Degree in Public Relations, Marketing, Journalism, Business Administration, or a closely related field; and a minimum of seven years of experience and proven success in directing and implementing Marketing, Communications, and Public Information initiatives and programs in the public and/or private sectors. Master's Degree in one of the fields outlined above, membership in related professional organizations, senior-level management and supervisory experience highly desirable; OR an equivalent combination of education and experience.

Necessary Knowledge, Skills and Abilities:

Knowledge of:

- Regulations, procedures, and services of municipal departments and agencies, including Town policies and procedures.
- Project management skills, including development, scheduling, monitoring, budgeting, and project control systems.
- Principles, techniques, and objectives of public relations and marketing as applied to municipal government.

Skills in:

- Collecting, tabulating, organizing, evaluating, analyzing and presenting data and information.
- Reading, understanding, interpreting, and presenting technical information to the general public, organizations, boards, commissions, employees and elected officials in a clear and concise manner.
- Working under pressure of intensive deadlines on multiple concurrent tasks, and establishing and maintaining cooperative working relationships with employees, officials, other agencies and organizations, and the general public.
- Video production and techniques; digital photography and basic photography skills.
- Website development, marketing, public relations, opinion research and survey tools; social media.
- Graphic design principles, typography, and layout techniques.
- Exceptional organizational skills and attention to detail.
- Excel, PowerPoint and internet research skills.

Ability to:

- Produce written documents in the English language with clearly organized thoughts using proper sentence construction, punctuation, and grammar.
- Communicate orally in the English language with other employees, elected officials, and the public by phone, individually, and in a group setting.
- Maintain professional demeanor at all times.

Special Requirements: Possession of a valid Arizona Driver's License

Physical Demands / Work Environment: Standard office environment

Reports To: Economic Director/Manager

Supervision Exercised: May supervise administrative staff

FLSA Status: Exempt